



Community Fundraising Kit





Inside your Community Fundraising Kit

Contents

We're here to help!	3
Want to take your event further?	4
Using our name and logo	5
Your responsibilities as an organizer	6
Money matters	7
Where does your money go?	8
About Guide Dogs Queensland	9
Through someone else's eyes	10
You can make a difference	11
Paw-fect Fundraising Idea's	12
Forms for you to use	
Fundraising Registration Form	13

You can register online at guidedogsqld.com.au/communityfundraising

QUICK FUNDRAISING TIP #1

Make your event pawsonal

We believe everyone has a story – let your suppawters know what this event means to you so they can help out! Let them know where their donations will go and how they will be helping to suppawt Guide Dogs.



We're here to help!

Planning your fundraising event should be enjoyable. To ensure you're fully prepared to make it a great success, Guide Dogs Queensland is here to help!

We can provide:

- 🐾 This Community Fundraising Kit with great tips and information
- 🐾 Resources and materials, such as colouring in sheets, posters and photos for you to use at your event, collection containers and badges
- 🐾 Use of our community logo on authorised promotional material
- 🐾 A Letter of Authority to fundraise to show that your event has our approval and is genuine, this can assist with the collection of donated items from the community
- 🐾 Official Guide Dogs merchandise for you to sell
- 🐾 A certificate of appreciation once your fundraiser has finished

Please note that resources and support will vary depending on the size and location of your event.

Unfortunately, we cannot provide:

- 🐾 Funds or reimbursement for any expenses incurred
- 🐾 Guaranteed marketing of your event through our social media channels
- 🐾 Staff to run the event or activity
- 🐾 Contact lists for you to use in promoting your event (due to privacy legislation)
- 🐾 Applications for permits, licenses, or insurances are the responsibility of the organiser
- 🐾 Prizes, auctions or raffle items





Want to take your event further?

If you want your event to reach a wider audience, there are various platforms you can use to promote your event. Some of these include posters, flyers, email, websites, blogs, social media, and word of mouth. We understand that navigating the media and gaining publicity for your event can be overwhelming, but we're here to help where we can. For further information and support, head over to www.guidedogsqld.com.au/about.

A great way to take your fundraising event to the next level is through online fundraising. Building your own personal fundraising page gives you an interactive destination to share your event with the community, upload photos, write posts and keep track of your donation total.

Setting up an online fundraising page also means that donations are collected online, meaning you don't have to worry about handling money and issuing receipts! All proceeds will come directly to Guide Dogs Queensland.

For more information or assistance on setting up an online page, get in touch with the team at fundraising@guidedogsqld.com.au

QUICK FUNDRAISING TIP #2

Don't be afraid to send friendly reminders

Everyone has a packed schedule these days and it can be easy to forget to donate or mark an event in your calendar. Don't hesitate to keep people up to date on how the fundraiser is going and how they can help.

Join our pack!





Using our name and logo

We are more than happy to provide you with an official suppawter logo at your request. However, if you choose to use this logo on any promotional material, you will need to adhere to our usage guidelines and obtain our approval prior to uploading or printing it.

All events must be conducted in the organiser's name and you must clearly state that the event is in support of Guide Dogs Queensland (not a joint venture or hosted by us).



Suggested phrases include:

“This event proudly suppawts Guide Dogs Queensland”

“Funds raised will go towards training Guide Dogs in Queensland”

When promoting your event, it is vital that you clearly state the amount or percentage of funds raised going to Guide Dogs Queensland. Organisers are not permitted to manufacture, sell or licence any goods bearing the name or logo of Guide Dogs Queensland.

Please refer to the organisation as Guide Dogs Queensland (not any variation of this). For example, ‘Guide Dog and ‘Seeing Eye Dog’ and not interchangeable.





Your responsibilities as an organiser

- 🐾 As the event organiser, you need to be at least 18 years of age and you are solely responsible for managing the fundraiser in an appropriate and responsible way.
- 🐾 You must ensure that you obtain any permits, authorities, or licenses needed. For example, permits are required by councils and shopping centres for events in their area/on their premises and State government permits are required to conduct raffles or prize draws. For more information, please visit business.qld.gov.au/industry/liquor-gaming/gaming/not-profit-charitable.
- 🐾 You must ensure of the safety of the event, by organizing appropriate public liability insurance and providing first aid services if required (e.g. for larger events).
- 🐾 As the organiser, you will hold all funds raised from the public on behalf of Guide Dogs Queensland in a secure place until the fundraiser is completed.
- 🐾 Neither you nor other fundraisers involved in the event are permitted to use door-to-door street collections or telephone donations.
- 🐾 You must inform us of any prior or current criminal convictions so that they can be taken into account when agreeing to your suitability as an organiser.
- 🐾 As organiser, you agree to release Guide Dogs Queensland to the fullest extent permissible under law for all claims and demands of any kind associated with the event. The organiser must also indemnify Guide Dogs Queensland for all liability costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event caused by your breach of these responsibilities or your negligence.



The event should only proceed once the Fundraising Registration Form is submitted to and approved by Guide Dogs Queensland and the organiser has received a Letter of Authority.

We reserve the right to terminate our support for the fundraising event at any time if the organiser fails to meet the above responsibilities.



Money Matters

It is essential that you take all reasonable steps to ensure that your expenses do not exceed a fair and reasonable proportion of the money obtained from the event. Expenses should not exceed 25% of the expected profit.

Please send the proceeds of the event to us within 14 days of the conclusion of the event.

Donor Receipts

Any donations of \$2 or more are tax deductible, therefore we can issue individual receipts for these. Please take note of any suppawters that require tax receipts, record their information and pass these details on to us. If you require receipts for 10 or more individuals, please provide an electronic version of your register. Name, contact number and email.

If you are using Everyday Hero to fundraise online, receipts will be automatically provided to your suppawters.

When the suppawter has received goods or services in return for money given (for example, purchased raffle tickets or prizes at auction), a tax deductible receipt cannot be issued.

Donated goods and services

The donated value of any goods and services to the event must be stated by the company or individual donating the goods or services. An accurate record of the donors' details assists us with financial reporting and thank you letters.

QUICK FUNDRAISING TIP #3

Be realistic yet ambitious with your target!

People love to suppawt a great cause, especially if your friend or colleague is organising the event. We encourage you to be realistic with your target but ambitious too; the community loves to come together and get involved!



Where does your money go?

Every dollar you fundraise goes toward helping Queenslanders with low or no vision on their journey toward confidence and independence. Here are just some examples of what your support could look like.



\$22

Quality leather collar for a Guide Dog pup in training.

\$54

Folding White Cane for a Queensland living with vision loss.

\$70

Children's rainbow cane

\$175

Provide a new Guide Dog user with an instructor for one hour

\$290

Harness for a working Guide Dog

\$1,000

Provide a child with vision loss and their family special education programs and support services

\$2,500

Vaccinate an average litter of Guide Dog puppies

\$7,500

Will support the first 16 weeks of a pup's life including health assessments, microchipping, vaccinations, puppy raiser selection and mating, puppy raiser kit and equipment, plus 3 puppy classes.

\$10,000

12 months sponsorship of a Breeding Centre Room

\$50,000+

Pays for the breeding, raising and training of a Guide Dog





About Guide Dogs Queensland

Guide Dogs Queensland offers a range of life-changing services to help Queenslanders with low or no vision to live active lives with confidence and independence.

With less than 10 per cent Government funding, we rely on the generosity of individuals, puppy sponsors, corporate suppwaters and people who leave a bequest in their Will to fund our vital work.

While Guide Dogs are the face of our organization, we also offer a wide range of orientation and mobility services and other support programs.

Our services include:

- 🐾 Orientation and mobility training
- 🐾 Guide Dog services
- 🐾 Occupational therapy
- 🐾 Counselling
- 🐾 Low vision clinics
- 🐾 Programs for children and young people
- 🐾 Training in the latest technological innovations, such as Electronic Travel Aids.

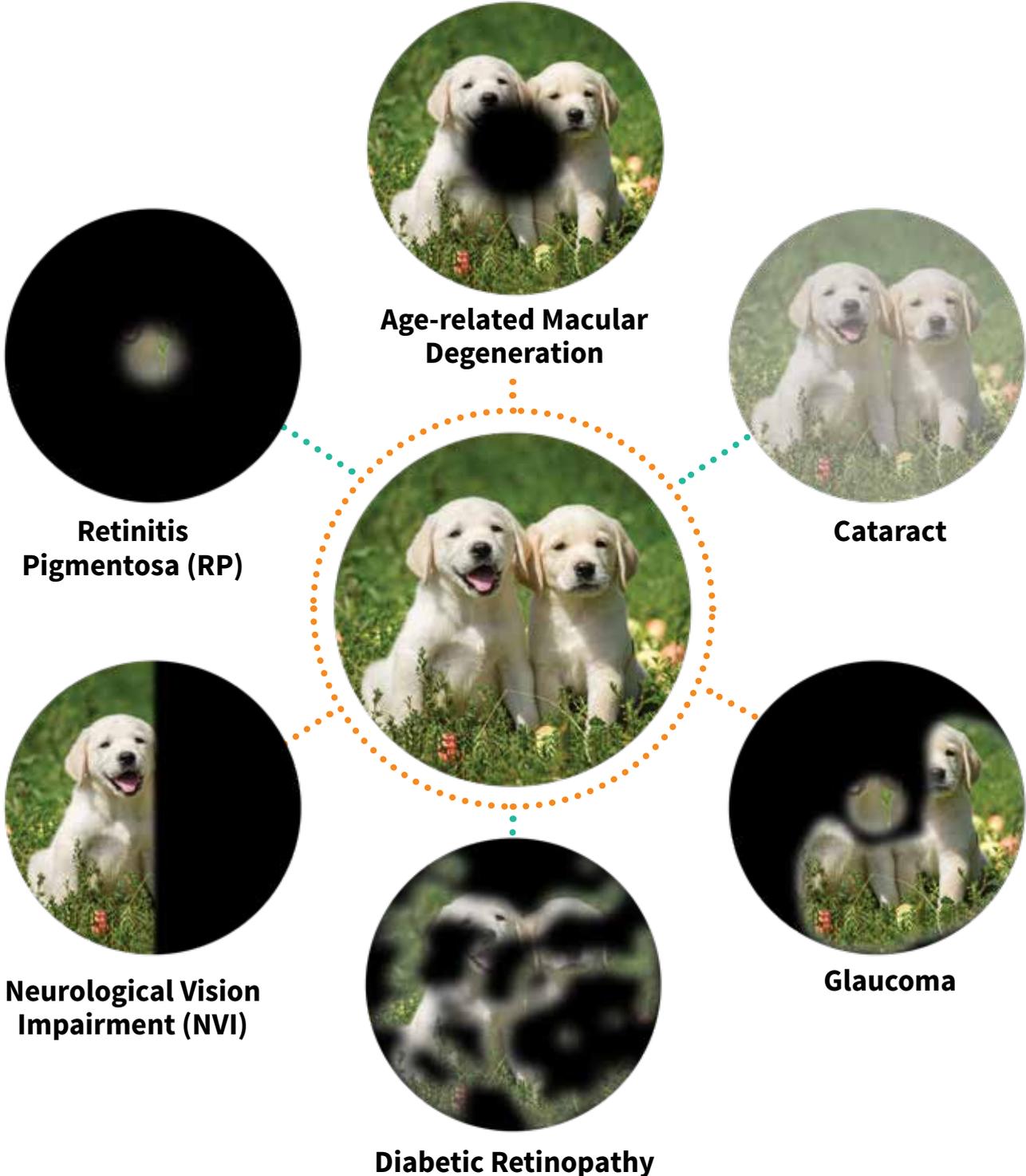
None of this would be possible without suppwaters like you. Thank you for helping us make a real difference to Queenslanders with low or no vision across the state.





Through someone else's eyes

Every person is different and every person's vision is different, but these images help give an idea of what a person may see if they have one of these conditions.



Do you know someone experiencing any of these conditions?
Support and services are available from Guide Dogs Queensland.
Phone **1800 810 122** or visit **guidedogsqld.com.au**



You can make a difference

Jacinta and Guide Dog ‘Sansa’

At just 14 years old, Jacinta’s world was turned upside down when she found out she was losing her sight. She struggled to come to terms with her new reality but eventually reached out to Guide Dogs Queensland for support.

Thanks to generous donations, Jacinta was able to regain her independence and was matched with Guide Dog ‘Sansa’ to help her even further.

“Working with ‘Sansa’ is super empowering. I’ve gained a real sense of freedom and independence and confidence and I still get a huge adrenalin rush when we walk through crowds of people,” Jacinta said.

Now we have more great news to share! Jacinta recently accepted her dream job, working as a counsellor for children who have been through complex trauma. The role has taken her to the Northern Territory, where she and ‘Sansa’ are enjoying their rewarding and adventurous life together.





Paw-fect Fundraising Idea's

There are so many ways that you can raise funds in your community to help make a difference in the lives of Queenslanders living with low or no vision.

Here are some idea's to lead you in the right direction

- 🐾 **PUPCAKE Day** - sell PupCakes at work, school or within your community set up a stall or take them into the office as well as asking neighbours, family and friends to support you.
- 🐾 **FUN RUN** register for an athletic event and ask for sponsors, there is a variety of great events you can sign up for through Everyday Hero.
- 🐾 **PAWSOME DOG WASH DAY** – this can be hosted with the support of your local vet or pet store on a weekend with a portion of the fee being donated to your fundraising.
- 🐾 **DINING IN THE DARK** – this is a dinner or morning tea event you can host with family and friends where the main course is consumed with a blind fold on, this gives guests a sensory experience of what it is like to live with low or no vision. Guests can be charged a nominated cost to attend, why not see if your local favourite café or community venue wants to get on board and host it for you.
- 🐾 **TRIVIA NIGHT** – these can take place anywhere your house with family and friends, at school, local cafes, pubs and clubs.
- 🐾 **HOST MERCHANDISE STALL** – why not take some of our merchandise and sell it at your local shopping complex on the weekend? Ask us how.
- 🐾 **RAFFLE** – use your letter of authorisation to fundraise and go out to your community to ask for support and the donation of prizes.
- 🐾 **SAUSAGE DOG SIZZLE** - get your local butcher and baker to donate some goods and hold a Sausage Dog Sizzle at your local sporting or community club, Bunnings or school sports day!



Fundraising Registration Form

If you have not already completed your registration to fundraise online, please print and fill out this form and send it to:

Guide Dogs Queensland Fundraising
PO Box 5301, Brendale BC QLD 4500

PERSONAL DETAILS

Applicants Name: Application date: / /

Name of community/company/group:

Primary address: State: Postcode:

Phone: Email:

Emergency Contact Name:

Emergency Contact Number:

Date of Birth: / /

If under 18, please obtain a signature from your legal guardian to approve this application.

FUNDRAISING INFORMATION

Name & description of fundraising activity:

.....
.....

Date of event/time frame of activity:

.....

Venue (name & address):

.....

Estimated number of guests:

Fundraising Target \$:

How will the funds be raised? (E.g. all proceeds of raffle; auction items; ticket sales; etc.)

.....
.....
.....

Will all proceeds come to Guide Dogs Queensland? YES NO

If no, list other organisation/s and percentage split:

.....

Why did you choose Guide Dogs Queensland as the beneficiary of your fundraiser?

.....
.....

Does the event require public liability insurance? YES NO NOT SURE
 Does the event require council/government permits? YES NO NOT SURE
 Will the event cross into other states? YES NO NOT SURE

HOW WE CAN SUPPORT YOU

Would you like a Fundraising Pack including colouring in sheets, posters, balloons and badges? YES NO
 Would you like to advertise your event on the Guide Dogs Queensland website? YES NO
 Would you like to hear about future opportunities to support Guide Dogs Queensland? YES NO
 Would you like to receive general news and announcements from Guide Dogs Queensland? YES NO

Applicant Name:

Legal Guardian Name: Relationship:
 (If under 18)

Signature: Date: .. / .. / ..

Our Privacy Policy:

Guide Dogs Queensland (GDQ or the Association) is a registered charity, which engages in a number of activities including: fundraising, marketing and service delivery to Queenslanders who are blind or vision impaired. Our Privacy Policy has been developed in accordance with the Australian Privacy Principles and Privacy Amendment (Enhancing Privacy Protection) Act 2012. This policy supports GDQ's need to collect and handle personal information and the right of the individual to privacy. When we are required to collect personal information from children under the age of 18, we will seek consent from the parents/guardians for the collection of this information. To view our full privacy policy visit: guidedogsqld.com.au/privacy-policy

OFFICE USE ONLY

Approved by (Name): Signature:

CRM Record Created YES NO

Banking Details Issued:

Campaign Name Details (CRM):

Items Issued:

Raffle Books Issued YES NO Raffle Book No.'s:

Donation Dog Issued: YES NO



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